



# 2024 Corporate Responsibility Report

## A Letter From Our CEO



Dear Stakeholders,

At Franklin Covey, our mission is to “enable greatness in people and organizations everywhere.” We focus on teaching principles of personal effectiveness and leadership to improve lives and create strong organizational cultures, impacting individuals and communities worldwide.

Our commitment to sustainability and good corporate citizenship includes responsible business practices that deliver long-term value for our associates, clients, and shareholders. Our Board of Directors focuses on the company’s long-term financial sustainability and oversees its environmental, social, and governance risks and opportunities. Through strong governance structures, policies, and practices, we produce social benefits, build trust with clients, develop and engage our associates, and reduce our environmental impact.

We are pleased to publish our first Corporate Sustainability Report, which is aligned with the IFRS sustainability standards and highlights our efforts in fiscal 2024 to date. We look forward to sharing our progress as we advance on our sustainability journey.

**PAUL S. WALKER**  
President and Chief Executive Officer

## About Us

Franklin Covey is a global performance improvement company that creates and distributes world-class content, training, processes, and tools that organizations and individuals use to achieve systemic changes in human behavior. We offer professional services in more than 150 countries and territories around the world.

### OUR MISSION AND VISION

#### Our Mission

We enable greatness in people and organizations everywhere.

#### Our Vision

Profoundly impact the way billions of people throughout the world live, work, and achieve their own great purposes.

### OUR VALUES

At Franklin Covey, we value:

- **The Whole Person:** We embrace the uniqueness and diversity of each individual and cultivate a culture of belonging.
- **The Principles We Teach:** We believe in universal principles of effectiveness and strive to model what we teach.
- **Lasting Client Impact:** We care deeply about our clients and helping them achieve their own great purposes.
- **The Pursuit of Growth:** We are committed to meaningful growth—as individuals and an organization.

## About This Report

We believe integrating responsible environmental, social, and governance principles into our corporate strategy will drive sustainable value creation for our shareholders, associates, and clients over the long term. This inaugural Corporate Responsibility Report is focused on four areas that are key to our business success:

### GOVERNANCE AND OVERSIGHT

Robust corporate governance, risk management, and oversight form the foundation of our operations.

### RESPONSIBLE BUSINESS PRACTICES

By operating legally and ethically, including incorporating environmentally sustainable practices, we build trust with clients, associates, and communities.

### OUR TEAM

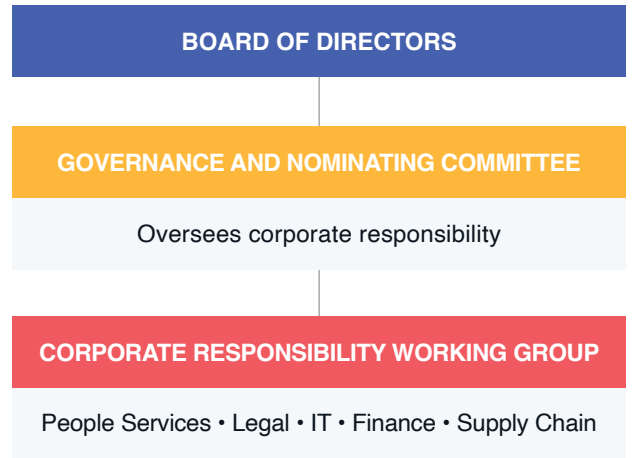
Our mission to enable greatness in people and organizations drives our culture and talent strategy, focusing on attracting, developing, engaging, and retaining talented associates.

### SOCIAL IMPACT

We deliver high-quality content, innovative training, and consulting services to build effective leaders, transform processes, and positively impact educators and students globally.

## Governance and Oversight

The Governance and Nominating Committee of the Board of Directors oversees our corporate responsibility program and is responsible for reviewing and approving the Company’s corporate responsibility-related strategy, initiatives, and commitments.



At the management level, our Corporate Responsibility Working Group – comprised of People Services, Finance, Legal, IT, and Supply Chain leaders – drives execution and periodically reports to the Board.

## Responsible Business Practices



### BUSINESS ETHICS AND INTEGRITY

Franklin Covey is committed to conducting business honestly and ethically, including responsibly promoting our products and services.

- Associates and contractors receive annual training on our [Code of Business Conduct and Ethics](#) and on various legal issues and policies such as the Foreign Corrupt Practices Act and Insider Trading.
- The Company has a system of internal controls that is reviewed and audited annually.
- Any concerns can be reported through our anonymous ethics hotline which is monitored by the Audit Committee of the Board of Directors.

### CYBERSECURITY AND DATA PRIVACY

Our robust cybersecurity program is aligned with the NIST framework and includes policies, training, audits and testing.

- Regular recurring associate cybersecurity training is mandatory, with a 95% completion rate in FY2024.
- The Company has a cybersecurity team which includes IT professionals with CISSP certifications.
- Our [Privacy Policy](#) is reviewed and updated on a regular basis.

### ENVIRONMENTAL SUSTAINABILITY

We strive to implement practices and policies to reduce our impact on the environment, including:

- Monitoring electricity usage and efficiency in our small number of office locations.
- Utilizing Forest Stewardship Council (FSC) certified paper in our printed materials.
- Eliminating all single-use plastic by the end of 2025.

### SUPPLIER MANAGEMENT

We strive to do business with reputable suppliers and our Supplier Code of Conduct outlines our high expectations for their ethical, social, and environmental behaviors.

- In FY2024, our small business spend was 35% of total spend.
- Women-owned, minority-owned, and veteran-owned combined spend was approximately 12% of total spend.

# Our Team

## ASSOCIATE ENGAGEMENT, LEARNING AND DEVELOPMENT

At Franklin Covey, we develop and deliver various offerings, including leadership and individual effectiveness, to clients around the globe, and we provide these same world-class offerings to our 1,084 associates. Our diverse learning and leadership opportunities are tailored to foster collaboration and shared purpose.

We utilize two comprehensive associate learning platforms to support growth and measure impact:



### THE COMPASS LEARNING MANAGEMENT SYSTEM

The Compass is a centralized internal employee development platform that empowers employees to grow through engaging content, collaborative tools, and performance-driven insights that align with organizational goals. It includes 300 courses across 23 categories, such as IT Security, Operations, Employee Onboarding and more.



### THE IMPACT PLATFORM

The Impact Platform uses innovative technology to bring the science of learning to life and allows learners to better absorb and apply content for progress. Includes courses such as *The 7 Habits of Highly Effective People*®, *The 4 Essential Roles of Leadership*, *Inclusive Hiring and Advancement*, and many more.

Our diverse learning and leadership opportunities are tailored to foster collaboration and shared purpose.

## LEARNING AND DEVELOPMENT METRICS

### Internal Learning and Development

5,714 hours

ALL-ACCESS PASS\*

1,008 hours

FACILITATED LEARNING HOURS

6,722 hours

TOTAL LEARNING HOURS

\*Includes all of FC content incorporating tools, assessments, videos, and digital learning modules to support collective action and behavior change at scale

## ASSOCIATE WELLBEING



Franklin Covey prioritizes associate physical, mental, and financial well-being by offering a comprehensive benefits package that includes health, life, and insurance benefits tailored to individual needs, a 401K plan, associate stock purchase plan, and Employee Assistance Program (EAP).



Associates receive flexible time off, recognition awards, and support from a Care Fund, which offers financial assistance to eligible associates experiencing hardships. Additionally, Franklin Covey has a Global Wellness ERG to support holistic well-being.

Franklin Covey prioritizes associate physical, mental, and financial well-being by offering a comprehensive benefits package.

# Our Team

## INCLUSION AND BELONGING



Our DEI Council, consisting of about 35 associates, meets quarterly to oversee inclusion and belonging initiatives including our Mentorship and Contribution Conversations programs, as well as eight Employee Resource Groups (ERGs). The ERGs provide safe spaces for underrepresented groups and their allies, fostering cultural competence and diverse thinking through various activities and events.



The company's diverse recruitment strategy includes an Affirmative Action Plan (AAP), Equal Employment Opportunity (EEOC) training, and partnerships with community organizations and universities to improve and diversify the talent pipeline. Ongoing partnerships are in place with the National Black MBA Association, the University of Utah, Disability In, the Utah Office of Rehabilitation, The Wounded Warrior Project, ElevateHER, Women's Leadership Institute, and more.

FranklinCovey is committed to creating an inclusive and welcoming culture where everyone feels a genuine sense of belonging while actively promoting and supporting diversity in all dimensions of our organization.

## DIVERSITY METRICS

BOARD DIVERSITY	METRIC
Female (#)	2
Male (#)	7
Racial/Ethnic (#)	3
Total	9
EXECUTIVE TEAM DIVERSITY	
Female	44%
Male	56%
GENDER AND RACIAL/ETHNIC REPRESENTATION (US ONLY)	
Total number of U.S. associates	878
Female	68%
Male	32%
BIPOC	19%
INCLUSION TRAINING COMPLETION RATE	
Equal Employment Opportunity & Affirmative Action Plan courses for Managers	92%
Affirmative Action Plan course for Associates	95%
ERG PARTICIPATION	
Number of associates participating in 8 ERGs	596

# Social Impact

## SOCIAL INNOVATION AND IMPACT



Franklin Covey generates impact at scale by uniquely combining content, people and technology. Our Education division focuses on leadership and whole school transformational processes to positively impact educators, students, and education communities globally.



Our content and technology design teams create best-in-class, validated, and future-proof products that meet modern workplace demands. Our Impact Platform and *The Leader in Me*® platform are user-friendly, enabling easy access and assignment of content.



To increase our ability to reach and impact the lives of millions of students, we partner with private donors, granting organizations, and business communities to assist low-income schools in need of support and to make our solutions accessible to all schools and districts.

*The Leader in Me* – our flagship, K–12 education offering – is an evidence-based, comprehensive school improvement model, with over 30 independent academic-research studies that validate its positive impact on student attendance and behavior, teacher engagement, and overall school outcomes.

## CLIENT SATISFACTION



We gather client feedback through various channels, including surveys, interviews, and focus groups, to prioritize content and technology enhancements.



We utilize dynamic dashboard reports to monitor engagement, attendance, and Net Promoter Scores (NPS). These reports provide detailed analysis and can be sorted to show both overall and specific group data.

We monitor the total number of active learners, the percentage who have started diagnostics, live session attendance, and our overall NPS through our Impact Platform. Metrics include:

73

ADMINS NPS  
PLATFORM SCORE

53

LEARNERS NPS  
PLATFORM SCORE

4.7/5

AVERAGE PLATFORM  
ENJOYMENT SCORE

4.5/5

POSITIVE LEADERSHIP  
IMPACT OF OUR COURSES

# SASB Standards

The accounting standards from the [Sustainability Accounting Standards Board \(SASB\)](#) — now part of the International Financial Reporting Standards (IFRS) Foundation — related to the Education and Professional and Commercial Services industries are listed below, with information and references to sections within this report where specific topics are discussed.

## SUSTAINABILITY DISCLOSURE TOPICS AND ACCOUNTING METRICS

TOPIC	ACCOUNTING METRIC	SASB CODE	RESPONSE
DATA SECURITY	Description of approach to identifying and addressing data security risks	SV-PS-230a1 SV-ED-230a.1	Refer to <a href="#">2024 Form 10-K</a> and <a href="#">Responsible Business Practices</a> section.
	Description of policies and practices relating to collection, usage, and retention of customer information	SV-PS-230a.2 SV-ED-230a.2	Refer to <a href="#">2024 Form 10-K</a> and <a href="#">Responsible Business Practices</a> section.
	(1) Number of data breaches, (2) percentage that (a) involve customers' confidential business information and (b) are personal data breaches and (3) number of (a) customers and (b) individuals affected	SV-PS-230a.3 SV-ED-230a.3	No breaches noted in FY2024. Refer to <a href="#">2024 Form 10-K</a> .
WORKFORCE DIVERSITY & ENGAGEMENT	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, and (c) all other employees	SV-PS-330a.1	Refer to <a href="#">Our Team</a> section.
	(1) Voluntary and (2) involuntary turnover rate for employees	SV-PS-330a.2	Refer to <a href="#">Our Team</a> section.
	Employee engagement as a percentage	SV-PS-330a.3	Refer to <a href="#">Our Team</a> section.
PROFESSIONAL INTEGRITY	Description of approach to ensuring professional integrity	SV-PS-510a.1	Refer to <a href="#">Responsible Business Practices</a> section and <a href="#">Code of Business Conduct and Ethics</a> . The Company also complies with the NYSE listing standards.
	Total amount of monetary losses as a result of legal proceedings associated with professional integrity	SV-PS-510a.2	No financial losses related to business integrity or alleged ethics violations in FY2024. Refer to <a href="#">2024 Form 10-K</a> .
TOPIC	ACCOUNTING METRIC	SASB CODE	RESPONSE
QUALITY OF EDUCATION & GAINFUL EMPLOYMENT	Graduation rate	SV-ED-260a.1	
	On-time completion rate	SV-ED-260a.2	
	Job placement rate	SV-ED-260a.3	Refer to <a href="#">Social Impact</a> section.
	(1) Debt-to-annual earnings rate and (2) debt to-discretionary income rate	SV-ED-260a.4	
	Program cohort default rate	SV-ED-260a.5	
MARKETING & RECRUITING PRACTICES	Description of policies to assure disclosure of key performance statistics to prospective students in advance of collecting any fees and discussion of outcomes	SV-ED-270a.1	Refer to <a href="#">Social Impact</a> section.
	Total amount of monetary losses as a result of legal proceedings associated with advertising, marketing, and mandatory disclosures	SV-ED-270a.2	No monetary losses from legal proceedings for advertising or marketing in FY2024. Refer to <a href="#">2024 Form 10-K</a> .
	(1) Instruction and student services expenses and (2) marketing and recruiting expenses	SV-ED-270a.3	Not applicable to Franklin Covey.
	Revenue from: (1) Title IV funding, (2) GI Bill funding, and (3) private student loans	SV-ED-270a.4	Not applicable to Franklin Covey.